

Message Text

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PAGE 01 SANTIA 05748 011802Z
ACTION ARA-14

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FM AMEMBASSY SANTIAGO
TO SECSTATE WASHDC 033

UNCLAS SANTIAGO 5748

E.O. 11652: N/A
TAGS: BGEN, CI
SUBJ: STATE OF OREGON DEPARTMENT OF AGRICULTURE - PARTICIPATION IN
FISA 78

TO: STATE DEPARTMENT OF AGRICULTURE
AGRICULTURE BUILDING
635 CAPITOL STREET N.E.
SALEM, OREGON 97310
(TELEPHONE: (503) 378 - 3787

ATTENTION: MR. DAVID DESMARTEAU

FISA - YOUR JUNE 29 LETTER TO MS. JARAMILLO

1. SORRY YOU HAVE NOT HAD A REPLY TO YOUR SPECIFIC
QUESTIONS EARLIER. THE MINIMUM BOOTH SIZE IS 20 SQUARE
METERS. ELECTRICITY OUTLETS ARE AVAILABLE IN ALL BOOTHS
AND WATER CONNECTIONS CAN BE MADE AT EXTRA COST. THE
U.S.A. PAVILION DOES NOT HAVE A COMMON FREEZER, BUT ON
CAN BE RENTED LOCALLY. BOOTHS ARE CARPETED AND LIGHTED,
BUT EXTRAS SUCH AS FURNITURE OR DISPLAY STANDS MUST BE
PROVIDED BY EACH EXHIBITOR. SUCH ITEMS CAN ALSO BE RENTED
RATHER THAN PURCHASED.

2. WE UNDERSTAND YOUR DESIRE TO COOK AND PROVIDE
SAMPLES AS A TASTE PROMOTION. COOKING IN EXHIBITION
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AREAS IS NOT ALLOWED, HOWEVER, AND WE HAVE PROBLEMS
WITH THE CONCEPT OF GIVING AWAY SAMPLES EVEN ON A
LIMITED OR CONTROLLED BASIS. OUR TWO BUILDINGS ARE
DESIGNED TO ACCOMMODATE THE USUAL LARGE TRAFFIC FLOWS,
BUT ANY UNUSUAL ATTRACTION, SUCH AS FREE SAMPLES OF
ANYTHING, WOULD CAUSE MASSIVE CROWD BUILDUPS,
CAUSING A SAFETY HAZARD AND DETRACTING GROM NEIGHBORING

EXHIBITS. IN FAIRNESS TO ALL, WE MUST LIMIT PARTICIPANTS TO PRODUCT EXHIBITION ONLY.

3. ON THE OTHER HAND, WE REALIZE THAT YOUR PROMOTION IS NOT THE USUAL TYPE AND WE WOULD VERY MUCH LIKE TO HAVE YOU WITH US. IF YOU CAN SUGGEST A METHOD FOR SAMPLE DISTRIBUTION THAT WILL OVERCOME CROWD BUILDUP, WE WILL CERTAINLY TRY TO WORK OUT AN ACCEPTABLE SOLUTION.

DAVID C. LACEY-
COMMERCIAL ATTACHE

AMERICAN EMBASSY,
SANTIAGO, CHILE.
LANDAU

NOTE BY OCT: PASSED ABOVE ADDRESSEE.

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NNN

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